Search-Driven Social ROI: Executive Reporting Template

Sociallyin - Executive Reporting Series

Brand or account	Reporting period	Prepared by	Date

1 - Property Summary

Account and surface	Impressions	Clicks	CTR	Avg. position

One row per account and Google surface. Position applies to Search results only.

METRIC DEFINITIONS

CTR is clicks divided by impressions. Average position summarizes the topmost Search result position across impressions. Discover has no search terms or average position. A video click may open Google's viewer.

2 - Top Posts by Google Search Clicks

Post URL or title	Account	Impressions	Clicks	CTR	Search theme

Use the same dates and filters. Record the strongest relevant posts, not just the highest CTR.

3 - Top Search Query Themes

Theme	Representative terms	Posts surfaced	Intent

Search results only. Available terms are incomplete because of privacy and reporting limits.

4 - Quietly High-Performing Posts

Post URL or title	Google Search clicks	Native metric	Next test

Look for sustained, relevant search interest alongside modest native engagement. Confirm the topic and sample before choosing a follow-up.

> **HYPOTHETICAL EXAMPLE**

A tutorial receives 90,000 Google Search impressions and a 6% CTR: 5,400 clicks. Those clicks do not establish unique prospects, non-follower reach or purchases. Test a follow-up and measure onward website visits separately.

5 - Leadership Narrative

Relevant topic and observed change

Next content test and success measure

Measured business outcomes and attribution method

> **DATA BOUNDARIES**

Keep Search, Discover and News separate. New properties may have partial history; record each account's first available date and allow processing time. Combine sources without adding them as unique people. Clicks alone do not prove revenue.

Sources: Google Search Console Help - platform properties (answer/17148418); Discover report (answer/9216516). Updated 28 October 2026.